AZ.gov Logo

Reproduction

The logo should be reproduced only from copies of the designer's master . It should be reproduced in a solid, unbroken tone on a solid, unbroken background, preferably solid white. If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged. This can be done by holding down the shift key while enlarging or reducing the logo.

Sizing

The minimum size to which the logo may be reduced is: Web = 200 pixels wide Print = 2 inches wide

Tagline

The standard tagline associated with the logo is "Arizona's Official Web Site". When the logo is designated to appear with this tagline it must be placed below the logo (See Figure 1).

Spacing

The logo may not be used in conjunction with any other elements in such a way that these elements could be interpreted as being a part of the logo design. If a line of lettering is to be placed centrally above or below the logo, its length must not be less than 1x horizontally and 1x vertically where x represents the height of the text in the logo.

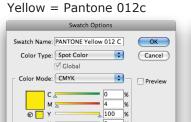
Figure 1

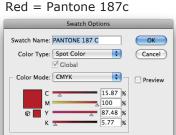


AZ.gov Logo Colors

Only these colors may be used when replicating or printing the AZ.gov logo

Spot and Process Printing

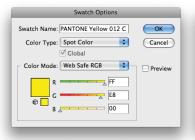




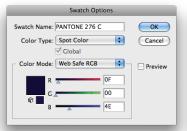


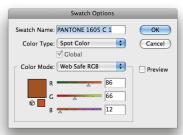


Web Hexidecimal Colors









Colors and Background

White is the preferred background color for the logo. Any other color background other than samples provided by AZ.gov or GITA must be approved before use.

Prefered



One Color



Black and White



One Color Reversed



AZ.gov Logo

Unacceptable Versions of the AZ.gov Logo

Skewed



Tilted



Condensed or Stretched



Use of non standard logo colors



Use of non standard background color



Use of images in the background



Altering layout of logo in any form



Placing text or graphics within logo's X space



Text or graphics overlaping logo



Placing tagline anywhere other than below logo



Enclosing logo within a Graphic



Placing another logo within the AZ.gov X space



For more information, graphics, or any other questions relating to this brochure please contact: Shanna Anderson at GITA sanderson@azgita.gov 602-364-4774